

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims

1. (Canceled)

2. (Currently amended) A method for a card issuer to sell merchandise to a customer using a merchandise card, comprising ~~the following steps:~~

using a remote terminal to activate and issue a card to a customer with an individual account identifier;

said customer enters cash value into a remote terminal operated by the card issuer to purchase a percentage of ~~[[the]]~~ a merchant's inventory using a proxy method;

the card issuer completes ~~[[the]]~~ a proxy sale by calculating and reporting the average historical costs associated with the sale of the merchant's inventory;

and at the time of debiting from ~~[[the]]~~ a merchandise account, said purchased proxy merchandise ~~may be~~ is available for exchange~~[[d]]~~ for other merchandise from the merchant's inventory.

3. (New) A method for performing a purchase transaction, the method comprising:

activating an account associated with a customer, the account having a unique account identifier, wherein the account is maintained by an entity;

accepting a cash value at a purchasing station operated by the entity;

selling, via a proxy sale, a percentage of inventory, wherein the percentage is based on the cash value;

calculating and reporting average historical costs associated with sales of the inventory; and

exchanging merchandise for at least a portion of the percentage of inventory.

4. (New) The method of claim 3 wherein the entity is a merchant.

5. (New) The method of claim 3 wherein the account is associated with a card and wherein the entity is a card issuer.

6. (New) The method of claim 3 wherein the account is associated with a card.

7. (New) The method of claim 3 wherein the purchasing station comprises a point of sale terminal.

8. (New) The method of claim 3 wherein the purchasing station comprises a cash register.

9. (New) The method of claim 3 wherein the exchanging comprises exchanging at a debiting station and the debiting station comprising a point of sale terminal.

10. (New) The method of claim 3 wherein the exchanging comprises exchanging at a debiting station and the debiting station comprises a cash register.

11. (New) The method of claim 3 wherein the average historical costs are selected from the group comprised of sales tax, cost of goods, overhead costs, federal taxes, and any combination thereof.

12. (New) The method of claim 3 further comprising treating the proxy sale as a revenue producing sale, the revenue producing sale generating a net profit equivalent to the difference between the cash value and the average historical costs.

13. (New) A system for performing a purchase transaction, the system comprising:

an account processor for activating an account associated with a customer, the account having a unique account identifier, wherein the account is maintained by an entity;

a purchasing station operated by the entity coupled to the account processor for accepting a cash value and for selling, via a proxy sale, a percentage of inventory, wherein the percentage is based on the cash value;

a server having a database coupled to the purchasing station and the account processor for calculating and reporting average historical costs associated with sales of the inventory; and

a debiting station coupled to the account processor for processing an exchange of merchandise for at least a portion of the percentage of inventory.

14. (New) The system of claim 13 wherein the entity is a merchant.

15. (New) The system of claim 13 wherein the account is associated with a card and wherein the entity is a card issuer.

16. (New) The system of claim 13 wherein the account is associated with a card.

17. (New) The system of claim 13 wherein the purchasing station comprises a point of sale terminal.

18. (New) The system of claim 13 wherein the purchasing station comprises a cash register.

19. (New) The system of claim 13 wherein the debiting station comprising a point of sale terminal.

20. (New) The system of claim 13 wherein the debiting station comprises a cash register.

21. (New) The system of claim 13 wherein the average historical costs are selected from the group comprised of sales tax, cost of goods, overhead costs, federal taxes, and any combination thereof.

22. (New) The system of claim 13 further comprising accounting software and hardware for treating the proxy sale as a revenue producing sale, the revenue producing sale generating a net profit equivalent to the difference between the cash value and the average historical costs.